

Katharina Kuehn

One of APAC's leading consumer neuroscientists
Neuroscientist & Creator, Deep Sphere

Katharina is one of APAC's leading consumer neuroscientists, published author, keynote speaker and an expert in tapping into the unconscious patterns and secrets of our decision-making.

In a rapidly changing world, Katharina uses neuroscience to explain why we behave the way we do and how our biology, emotions and narratives drive our decisions making at the deepest layers of who we are.

Katharina is the creator of Deep Sphere, a neuroscience-based predictive profiling method, which enables people to gain greater self-knowledge, find their superpowers and unlock the good in teams, brands and humanity.

Her expertise in the field has been used by high performing sports and business teams as well as leading brands around the world. She's been published by the international academic publisher IGI Global and placed in the top 5 of Inside Retail's top 50 People in E-Commerce.

Katharina is consistently rated as a top speaker at events she's presenting at, with a unique ability to present complex issues in a relatable manner.

“

Katharina has been a speaker at multiple Online Retailer Conferences. Her style is very engaging and the content of her presentations provide insights no other speaker in Australia has been able to deliver. She has been one of our highest rated speakers and we love welcoming her at our events.





“ If you think you know ~~what~~ ^{how} motivates your customers... think again!

Speaking topics

The Neuroscience of You

Discover the transformative power of making the unconscious, conscious. Unlock your true self by understanding the biological and psychological patterns that shape your personality and decision making. Tap into your hidden strengths, overcome personality related challenges and discover meaningful potentials

The Neuroscience of high performance

The neuroscience of high performing teams from business to sports. Strategic selection, composition and coaching based on neuroscience insights

Neuromarketing 101

From cuddle hormones to testosterone levels - What drives the decision making of your customers?

Personalisation 3.0

Emotional decision making and what it means for your brand, how to create emotional connections and personalisation at an unprecedented level.

How to increase communication effectiveness with consumer neuroscience

Predictive audience profiling (followed by tailored sessions)

The opportunity for audiences to discover their own predictive profile to find out who they are at the deepest level. Tailored content in the form of keynotes or workshops thereafter (on the topics of self-knowledge, teams, leadership, consumer insights, strategy & neuromarketing). Followed by Q&A

Previous events



NEUROMARKETING
WORLD FORUM



WORLD RETAIL
CONGRESS



Commonwealth
Bank



HRD
HR Tech Summit
AUSTRALIA



livehire

Some audience feedback



Katharina has the rare knack of demystifying neuro-marketing and then bringing it to life in a clear, relatable and actionable way. Her authoritative yet humorous delivery is extremely engaging and the insights she shares are instantly applicable.

Katharina recently collaborated with the CommBank Retail Industry team, presenting insights to our clients and as a guest contributor to the CommBank Retail Insights report. The feedback was excellent.

Commonwealth Bank



As the presenter of TedX Haymarket 2018, I got the privilege of listening to Katharina's talk informing us on how our brain works and how we can make better choices. When interviewing the audience, the response to the talk was one of absolute intrigue and curiosity. The talk really empowered.

TedX



Katharina combines extensive practical experience won in Europe and Australia with a solid neuromarketing foundation - with an emphasis on shopper marketing.

She is well versed in the latest research methodologies and has a tremendous ability to interpret findings and translate them into powerful strategies and tactics. I have enjoyed my collaboration with her, have benefitted from her insights, and enjoyed the energy she brings to the table.

Dr Peter Steidl, University of Vienna

... more upon request.



Katharina has been a speaker at multiple Online Retailer Conferences. Her style is very engaging and the content of her presentations provide insights no other speaker in Australia has been able to deliver. She has been one of our highest rated speakers and we love welcoming her at our events.

Online Retailer



Thank you very much for spending time with us at Snap Forward. I want to share that your talk was received really well and was called out as one of the best by many in the group.

We appreciate your wisdom and look forward to seeing more of you at Snap events in Australia and around the world.

Snap Inc.



Katharina recently presented to our Management Team's annual Kick Off Conference. Her ability to present complex issues and hold the interest of the audience was admirable. Katharina connected immediately with the attendees and made the session interactive and thought provoking. If you think you know what motivates your customers ..think again!

Glory Global Solutions

Contact & enquiries



katharina.kuehn@winning.com.au



Katharina Kuehn - LinkedIn

